

DATA

The Future of Sustainable Services

GLIDE



Sustainable Products Today



Pay more -> Feel fuzzy



Mental Image





Mental Image



Reality



BIG DATA

(mandatory stock image below)



DATA vs Truth

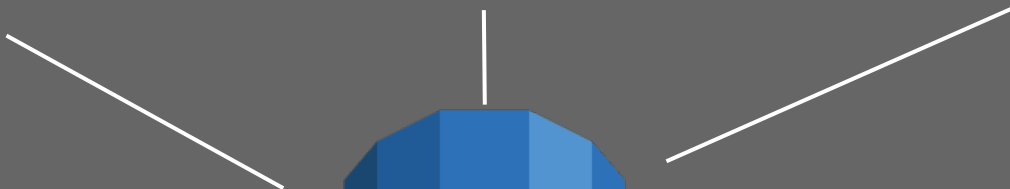
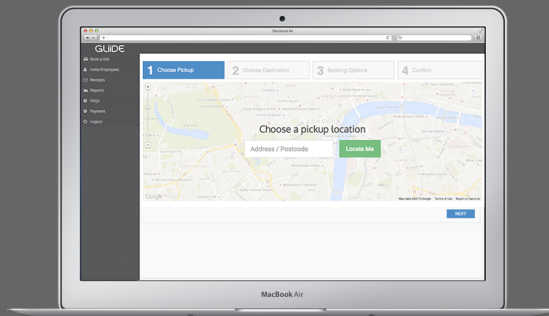
To be truthful, data must be;

- reliable
- meaningful
- plentiful

The truth sucks sometimes

- 23,000 black cabs
 - Avg black cab 230 grams of co₂ per km
 - Avg 32,000 km per year
- = 3,255 tonnes of Co₂ per week in London**

Our Data Sources



How we use Data

- auto allocation of cars based on battery
- energy traceability
- strategic vehicle placement
- reporting as a service - tangible sustainability metrics
- setup services for partners to reward sustainable behaviour

Our service is transport - Our product is Data
= The future

Thank you!

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